

# Green Entrepreneurship

## Successful business cases of Green Entrepreneurs in the Mediterranean



### VIP Dry Car Cleaning: Mobile waterless carwash service in Turkey

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**Name:** VIP Dry Car Cleaning Inc.

**City, country:** Istanbul, Turkey

**Name of entrepreneur/ founder:** İbrahim Nacar

**Description:** A company that offers a mobile waterless car cleaning service using organic, non toxic products. The service is delivered on motorbikes so clients can have the carwash in the place and time of their convenience. This concept has been brought from the US to Turkey.

**Investment:** *Start up capital:* 110,000 €  
*Rate of return on investment:* 4 months  
*Sources of funding:* Financed by the own resources of the entrepreneur İbrahim Nacar.

**Employment generation:** 67 workers are employed for this business in Turkey (including dealers).

**Timeline:** 2006 - Inception  
2007 - Implementation

**Feasibility study:** Currently there are 13 distributors of the Company. As an average, each distributor provides cleaning services to 250-300 cars/month. This means 3,250-3,900 cars are cleaned monthly. Since the price of a cleaning operation is between 7 and 12€, depending on the type of the operation total monthly turnover of 30,000-37,000 € is generated. When compared to traditional car wash operations, this company saves water and time which decreases the manpower requirements and as a mobile service there are lower overheads than in a fixed service.

**Geo-social-economic setting:** The annual per capita water potential is at present 1700 m<sup>3</sup> but expected to be reduced to 1000 m<sup>3</sup> in the year 2020. Turkey is not a 'water-rich' country and water efficiency measures and implementations are receiving wide public support. High unemployment rate is a concern for Turkey with high regional unemployment differentials is another. The automobile sector plays a vital role in Turkey's economy and it has taken an important place in the export mix from the country. According to the figures released by Turkey's statistics authority (TurkStat) the total number of motor vehicles in Turkey reached 15.023 million as of November 2010. Some of the provinces with the highest rates of car ownership are; Ankara, İstanbul, Eskişehir, Antalya and Zonguldak where the service of dry car cleaning is provided by the company.

**Key features:** Environmental Friendly Service, Organic Solutions, Resource Efficiency

<b>Overall rational and motivation:</b>	Need for an attractive and interesting innovation in the automobile sector to attract people's interest to eco-friendly services. Drive to promote water saving and create a new business model with high income potential.
<b>Strengths:</b>	Eco-friendly service, providing water saving, reductions in pollution, time saving for clients, employment generation.
<b>Challenges and constraints:</b>	The lack of knowledge regarding environmental protection in Turkey, well known traditional water cleaning services.
<b>Direct activities and Impacts:</b>	Social: Customers save time. Environmental: Attracts interest in eco-friendly services, raising awareness of water saving. Economic: Running unemployed people for the assembly of service provides the opportunity to earn money. By this project nearly 70 people are employed in different regions of Turkey (Zonguldak, Eskişehir, Adana, Antalya, Ankara, İstanbul, Konya, Şanlıurfa).
<b>Use of innovative Technologies:</b>	Dry cleaning cars with organic solutions instead of water, as well as saving customers time from bringing their cars to a traditional cleaning point. As the objective of our innovation is at one side to attract the people's interest to eco-friendly services and spread the knowledge of environmental protection.
<b>Evidence of a holistic approach/world view:</b>	Discovering great opportunities for sustainable solutions.
<b>Scale of benefits:</b>	Benefits are at the national level, employing 70 people from 13 distributors.
<b>Policies, incentives and regulations needed:</b>	Specific focus should be made on barriers to present finance instruments such as business angels, venture capital and private equity to be used in green entrepreneurship and specific solutions should be sought. Appropriate mechanisms should be created for compensating the risk taken and income expected by the investors, for their green entrepreneurship investments.
<b>Lessons and recommendations:</b>	Water is a very important natural resource for Turkey and the world and services run with water can be made more eco-friendly. Chase innovations in all over the world and good R&D work.

#### References:

[www.vipsusuzotoyikama.com](http://www.vipsusuzotoyikama.com)